



**PUBLISHED IN JANUARY  
AND JULY**

# beware bodywear

VAKBLAD VOOR DE BODYFASHION BRANCHE

- is the leading magazine for the body fashion industry.
- provides substantial professional information on the complete range of product groups and segments in the industry.
- always appears at the beginning of the buying season.
- attention to (international) fairs
- will be distributed free to all specialized body fashion stores and fashion boutiques with a body fashion department in the Netherlands and Flanders (Dutch language Belgium).
- will also be sent to manufacturers, agents, importers and purchasing departments of retail organisations and chain stores.
- practically 100% coverage, right in the target group

# RATE CARD 2020

## FREQUENCY: TWO TIMES A YEAR

CIRCULATION: 1800 in the Netherlands and 600 in Flanders (Belgium)

## APPEARANCE 2020

No. 1: January 21, 2020  
No. 2: July 21, 2020

## RESERVATION

January 7, 2020  
July 7, 2020

## MATERIAL

January 9, 2020  
July 9, 2020

## ADVERTISING RATES

As of January 1, 2020 (per placement and excl. VAT)

Cover\* € 3.250,00  
Back page € 2.650,00  
1/1 page fc € 2.100,00  
1/2 page fc € 1.350,00

Collectionnews €250,- (150-200 words, 3 photo's max).

\*Coverphoto, 240 x 230, bleed 243 x 233, photo JPEG/EPS

## AD SIZES

Type page

1/1 page  
1/2 page supplied bleed portrait  
1/2 page supplied bleed landscape

## WIDTH X HEIGHT

240 x 290 mm

240 x 290 mm  
120 x 190 mm  
240 x 145 mm

## PLEASE NOTE: SUPPLIED BLEED NEEDS 5 MM OVERFILL EXTRA AROUND, AND TEXT OR IMAGE 10 MM IN THE TYPE PAGE

BANNER ON WEBSITE for 2 months: €250,- (250 w. x 300 h. pixels)

PRESS RELEASE BEWARE BODYWEAR: €250,- (150-200 words. max 1 photo)

## TECHNICAL DATA

Printing process: offset  
inside: 100 gram wood free mat mc  
cover: 250 gram wood free mat mc  
covers: 1-sided with glossy laminate

## ADVERTISING:

digital delivery, certified PDF 300 dpi Magazines Netherlands. Costs due to delivery of not ready for print advertising material will be passed on. Attachments, brochures, reply cards, etc. on request

## BEWARE BODYWEAR IS A PUBLICATION OF BDUVAKMEDIA

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